

2<sup>nd</sup> Quarter 2010

**QUARTERLY ISSUES/PROGRAMS REPORT**

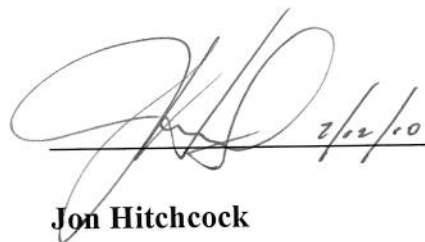
**KYW-TV, PHILADELPHIA, PENNSYLVANIA**

**CBS BROADCASTING, INC.**

**CERTIFICATION**

*On behalf of KYW-TV, I certify that a copy of the quarterly issues/programs report for KYW-TV, licensed to CBS Broadcasting, Inc. was placed in the station public inspection file on July 12, 2010.*

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A handwritten signature in dark ink, appearing to read 'Jon Hitchcock', is written over a horizontal line. To the right of the signature, the date '7/12/10' is handwritten.

**Jon Hitchcock**  
**President/General Manager**  
**KYW-TV**  
**July 12, 2010**

**KYW-TV 3 – PHILADELPHIA, PA  
QUARTERLY ISSUES PROGRAMS LIST  
CBS BROADCASTING, INC.**

**April 1, 2010 – June 30, 2010**

Attached are listings of broadcast segments, which in the station's judgment reflect KYW-TV3's most significant programming treatment of ascertained community issues.

**PROGRAM INDEX**

**KYW-TV Eyewitness News** – weekdays, 5:00am – 7:00am; 12noon – 12:30pm; 4:00pm – 5:00pm; 6:00 - 6:30pm; 11:00pm – 11:30pm; weekends, Saturday, 6:00am – 7:00am; 6:30pm – 7:00pm; 11:00pm – 11:30pm; and Sundays, 6:00am – 8:30am; 6:00pm – 6:30pm and 11:00pm – 11:30pm, regularly scheduled news broadcasts focusing on the latest current issues.

**Eyewitness Newsmakers** – A rotation of KYW-TV News Anchors provide an approximately 10-minute segment, including newsmaker interviews which air during each Sunday morning newscast. Segments address current events on local and national fronts. The segments air in the 8:00am broadcast.

**Talk Philly** – weekdays, 12:00pm – 12:30pm; regularly scheduled lifestyle magazine program looking at a variety of topics that make the Philadelphia area so special. Hosted by Pat Ciarrocchi and Ukee Washington.

**BUSINESS/ECONOMY/CONSUMER – Topics in this category include reports on a program which uses economic stimulus money to help unemployed Philadelphians get jobs and common mistakes taxpayers make when filing returns.**

**Eyewitness News:** 4/1 – (1:19), Consumer reporter Jim Donovan reports on testing for radon in your home; 4/6 – (3:49), Consumer reporter Jim Donovan reports on a financial boot camp to teach people about budgeting and saving money; 4/9 – (2:01), Consumer reporter Jim Donovan explains the illegal towing of cars and the ways the city of Philadelphia is trying to make parking less problematic; 4/15 – (1:55), Consumer reporter Jim Donovan shows the common mistakes taxpayers make when filing returns and how certain Philadelphia Post Offices are catering to taxpayers needs; 4/19 – (1:20), The number of homeowners in the Obama administration's flagship foreclosure prevention program is growing, but many applicants sit for months in limbo, awaiting final answers from their banks; 4/20 – (1:15), When President Barack Obama signed health care reform into law, a powerful tax break used by budget-wise consumers took a hit; (1:42) Consumer reporter Jim Donovan reports on how homeowners are confused over what home warranties actually cover and why it is important to pick the right warranty company; 4/21 – (2:08), Consumer reporter Jim Donovan reports on the new healthcare bill and how you can no longer use pre-tax dollars on non-prescription drugs; 4/27 – (4:00), Anchor Ukee Washington speaks with Jen Groover, author of "*What If? And Why Not?*" about starting your own business; 5/3 – (1:15), United and Continental Airlines formally announced today that they are creating the world's largest airline; 5/12 – (2:26), Consumer reporter Jim Donovan explains how vehicle recalls are addressed too late and how to stay updated on all recalls; 5/24 – (2:01), Consumer reporter Jim Donovan highlights how in today's economy people are no longer flaunting their money, but being thrifty and saving it; 6/1 – (2:12), Consumer reporter Jim Donovan explains how airline bumping has increased and how to best avoid getting bumped; 6/14 – (:22), Although President Barack Obama stated the seafood from the gulf is safe to eat, local restaurant owners are buying from other places and in turn, paying much higher prices for shipments; 6/16 – (1:54), Consumer Reporter Jim Donovan offers some financial advice for college graduates; 6/16 – (2:08), Philadelphia officials are offering a city wide tax amnesty program.

**Newsmakers:** 5/30 – (10:00), Eric Nelson of the Philadelphia Workforce Investment Board talks about Way to Work Philadelphia, which uses economic stimulus money to help unemployed Philadelphians get jobs; 6/13 – (11:00), How do small businesses grow in an uncertain economic climate? Small business expert and author Gene Marks offers some advice and gives insight on how health care reform will affect small businesses and how smart small merchants follow the money; 6/27 – (10:00), Professor Harris Sokoloff of the Penn Project on Civic Engagement discusses a national town hall meeting on the national debt, which linked Philadelphia with 17 other sites by satellite.

**Talk Philly:** 4/7 – (30:00), Former news anchor turned author and chef Janet Zappala talks about reinventing yourself when your career suddenly goes south; 5/19 – (30:00), Doug Kammerer

talks with The PA secretary of Revenue about people who owe taxes and their chance, from April 26<sup>th</sup>-June 18<sup>th</sup>, to now pay what they owe with no penalties.

**CRIME – Topics in this category include the seizure of 63 pounds of cocaine and a rally against local violence in Chester after the fatal shooting of a toddler.**

**Eyewitness News:** 4/1 – (2:11), Police identify the suspect in a series of armed robberies throughout Chester and Delaware county; 4/7 – (:20), Police are searching for a suspect following a fatal shooting in the Wissinoming section of the city overnight; 4/8 – (2:19), A Montgomery County teen was killed in a hit and run and with the killer still on the loose the family and police are spreading the word that they need help finding the driver; 4/9 – (2:20), A woman was shot during the morning commute in what police are calling a road rage incident; (2:28), Police Commissioner Charles Ramsey announces the renewal of “Operation Pressure Point”, which targets high crime areas of Philadelphia; 4/12 – (2:08), A police dog in Montgomery County has been the biggest help in identifying two grand theft auto culprits who targeted multiple vehicles near the Blue Route; 4/16 – (2:17), Officials at Lower Merion school district are accused of taking thousands of secret pictures of students who take home school issued computers; (:25), A homeowner is dead and two suspects are on the loose following a home invasion in Southwest Philadelphia; 4/26 – (1:25), A suspect was shot and killed by police following a lengthy standoff in Atlantic County; 4/30 – (:20), Police are looking for the gunman in the fatal shooting of a bicyclist in North Philadelphia; 5/6 – (1:20), A 13-year-old boy was killed after crashing a stolen SUV during a police pursuit in Chester County; 5/7 – (:40), Philadelphia Police are searching for two suspects in connection to a robbery and shooting outside of a North Philadelphia bar that left a man in critical condition; 5/9 – (1:10), Philadelphia police are searching for two suspects who allegedly shot a woman in the face inside of a Germantown grocery store; 5/17 – (2:05), A 74 year old man who served his sentence for shooting a Philadelphia police officer in 1966 is now being charged with murder, as the cop passed away in 2007, from an infection said to stem from the gunshot wound; 6/2 – (2:21), A well-known Northern Liberties women is found dead; brutally murdered, beaten, robbed, and sexually assaulted, instilling fear in the community with the perpetrator still at large; 6/14 – (:15), Customs officials at Port Wilmington in Delaware County seized 63 pounds of cocaine; 6/17 – (:19), The Chester community gathers to rally against local violence after a two year old boy was shot and killed in the area; 6/21 – (:20), Camden Police are searching for suspects after a cab driver was shot in the head late Sunday evening.

**CULTURE – Topics in this category include reports on a local improv comedy group and a tribute project to Billie Holiday.**

**Eyewitness News:** 4/6 – (1:33), The Philadelphia movie tour has been expanded and upgraded to include more recent movies that have been filmed in the area; 6/16 – (3:28), Kathy Ott Lovell discussed the “Mural Mile” in Philadelphia, which is a tour of the various murals throughout the

city; 6/18 – (3:22), Camden Aquarium opened a new feature called Sting Ray Beach where guests can come in and actually touch the animals.

**Talk Philly:** 4/6 – (30:00), Anchor Ukee Washington chatted with Iron Chef Bobby Flay about opening up his restaurant chain, Bobby's Burger Palace, in West Philadelphia; 4/9- (30:00), Heather Mitts of the Philadelphia Independence stopped by to talk about professional soccer in our area; 4/14 – (30:00), Chef Robert Bennett of Classic Cakes shows us specialty cakes for party season: graduation/wedding/mother's day/father's day ; 4/23 – (30:00), Local chef Anna Florio demonstrated pasta-making while talking about a big event at the Reading Terminal Market; 5/7 – (30:00), Philadelphia singer Kathy Sledge stopped by to discuss her tribute project to Billie Holiday; 5/20-(30:00), A member of the Jewish Federation and Chef Weintraub stopped by to share some recipes that were on display at the Penn's Landing Israeli Festival; 5/21- (30:00), Entertainer Jerry Blavat stopped by to discuss his celebration of 50 years in show business with the Legends of Doo-Wop at the Kimmel Center; 5/26 – (30:00), We talk to Margaret Smiegel and Kristin Dudley, the author and illustrator of a new series of books called "The Princess Albums." The are designed to help little girls realize they can be anything they want to be; 6/4- (30:00), Dancers from the Celtic Flame School of Irish Dance performed before the 2010 Irish Festival at Penn's Landing; 6/11 – (30:00), Jeff Michaud, executive chef/owner of Osteria Restaurant, talks about "The Great Chefs Event" – a huge fundraiser for Alex's Lemonade Stand foundation; 6/24 – (30:00), Food Network star and author Daisy Martinez shows off her new cookbook and a few recipes; 6/25 – (30:00), ComedySportz, a local improv group, shows us their style of humor.

**ENVIRONMENT – Topics in this category include reports on a new fuel and emission standard and a campaign designed to rid the city of Philadelphia of litter once and for all.**

**Eyewitness News:** 4/10- (2:09), Danny Seo was featured in Philadelphia Magazine for finding simple and crafty ways to become environmentally friendly; 5/8- (1:38), With the weather bringing heavy rainfall many local people have used barrels to save the rain and help the environment; 5/5 – (1:40), A Cape May, New Jersey company has sent a crew to the Gulf of Mexico to assist in the massive oil spill cleanup efforts; 5/19- (1:49), President Barack Obama announced a new fuel and emission standard that he says will put the United States on a road to a cleaner environment; 5/20- (2:55), The Philadelphia Streets Department announced "UnLitter Us", the first sustained public service campaign designed to rid the city of litter once and for all and to help contribute to a clean and green Philadelphia.

**GOVERNMENT – Topics in this category include reports on how the city of Philadelphia expects to keep public pools open during the budget crisis and the rejection of a proposed toll on I-80.**

**Eyewitness News:** 4/6 – (1:45), Philadelphia District Attorney Seth Williams is proposing to lessen the charges for individuals caught carrying small amounts of marijuana; (:27), The United States Transportation Department is rejecting Governor Ed Rendell's proposal to impose a toll on I-80; 4/8 – (:41), Councilman Jim Kenney proposed a new law that prevents rogue towing; 4/29 – (1:35), New Jersey Governor Chris Christie is urging Mayors in the Garden State to embrace smaller, more efficient government; 5/10 – (1:35), New Jersey Governor Chris Christie has unveiled a package of 33 bills with the ultimate goal being to reduce property taxes; 5/20 – (1:35), Philadelphia City Council passed a new budget today that includes a 10 percent property tax hike; 6/29 – (1:10), There is a budget deal in Harrisburg today as Pennsylvania's deadline is now a little more than one day away; 6/29 – (:20), New Jersey Governor Chris Christie signed his first spending plan into law today, meeting the July 1 deadline.

**Newsmakers:** 4/4 – (10:00), U.S. Rep. Joe Sestak, (D) Pennsylvania, talks about his campaign for the U.S. Senate; 4/18 – (10:00), Susan Slawson, Philadelphia Recreation Commissioner, talks about keeping the city's pools open during the budget crisis through private donations; 4/25 – (11:00), Allegheny County Executive Dan Onorato (D) explains why he's running for governor and what he plans to do if elected; 5/2 – (10:00), Former Congressman Pat Toomey, (R) Pennsylvania, talks about his campaign for the U.S. Senate; 5/16 – (11:00), Pennsylvania Attorney General Tom Corbett (R) explains why he's running for governor and what he plans to do if elected; 5/23 – (12:00), Analysis of the outcome of the Pennsylvania Primary from Governor Ed Rendell and David Thornburgh, of the University of Pennsylvania Fels Institute of Government; 6/6 – (12:00), Rep. Joe Sestak, (D) Pennsylvania, a candidate for the U.S. Senate, responds to questions about a job offer from the Obama Administration if he ended his candidacy; 6/20 – (12:00), Montgomery County native Laura Fattal, mother of Josh Fattal, one of three hikers jailed in Iran, tells Iranian officials to either put the hikers on trial, or release them now.

**HEALTH – Topics in this category include reports talking on a foundation dedicated to ovarian cancer research and a demonstration on how to do CPR and why it is so important.**

**Eyewitness News:** 4/6 – (:55) According to a new report, poisoning by prescription drugs is now the second leading cause of unintentional death in the United States; 4/7 – (:25) Studies show that people who eat five servings of produce a day do not have lower cancer rates, (2:13), A new Philadelphia Sex Text Line gives teens the ability to ask questions about their sexual health; 4/12 – (1:26) A new study suggests that eating things like salad dressing, nuts, fish, tomatoes and chicken can help stop you from getting Alzheimer's disease; (1:20), Binge drinking among college women in their early 20s is up dramatically, and now a new Harvard study says alcohol may be linked to benign breast disease in young women, which increases the risk for developing cancer; 4/19 – (1:58) A new report indicates that smoking has been linked to sinus infections; 4/25 – (:27), Health officials have confirmed a rare antibiotic-resistant bacterial infection called VRSA in a 63-year old women living in Delaware; 4/25 – (2:08), College

students are abusing ADHD prescription drugs they call “Brain Boosters” as a new way to keep focus while studying, but the side effects could be very harmful; 4/26 – (1:52), The nation’s first prostate cancer vaccine could soon be approved by the FDA; 4/28 – (1:30), Now in a breakthrough study, scientists say they have found a way to help predict whether a woman diagnosed with DCIS will go on to develop more invasive tumors later in life; 5/10 – (1:45), There's a new and improved Atkins Diet that's backed by science, and it's now supposed to be easier to lose 15 pounds, in two weeks; 5/13 – (1:20), Popular birth control pills taken by millions of women might be causing serious side effects, that in some cases have led to death; 6/7 – (:20), Kids who go to bed at the same time every night do better academically, according to new research; 6/17 – (1:20), A brand new kind of ultrasound image that shows the entire breast and can be viewed three dimensionally, which you can't do with traditional ultrasound is being used in a local hospital.

**Talk Philly:** 4/8 – (30:00), Anchor Pat Ciarrocchi interviewed Adriana Way of the Sandy Rollman Ovarian Cancer Foundation about how the loss of her sister has inspired her to start a foundation for ovarian cancer research; 4/13 – (30:00), Organizers of a health and fitness fair in Bucks County tell us how this event can help you get healthy and fit; 5/5 – (30:00), Meteorologist Doug Kammerer participated in the Homeruns for Heart event, which raises money and awareness for the Richie Ashburn fund for heart disease via the American Heart Association; 5/25 – (30:00), Pat Ciarrocchi talks with Good Neighbor Pharmacist Chichi Ilonzo about three things women should know about their health and how to stay healthy; 4/19 – (30:00), Stage 4 breast cancer patient Coleen Hofmeister talks about the “Cancer Fighters” program she is involved in which helps other patients deal with the disease; 6/9 – (30:00), Jay & Liz Scott of Alex’s Lemonade Stand Foundation talk about the charity’s 10<sup>th</sup> anniversary, and the work they are doing to fight childhood cancer. A family who lost a daughter to cancer talks about how ALSF helped them, and why people should support the cause; 6/15 – (30:00), Linda Kilby, Executive Director of NORTH Inc., talks about the WIC (Women, Infants, and Children) program which serves to safeguard the health of low-income women, infants, & children up to age 5 who are at nutritional risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care; 6/21 – (30:00), An exercise physiologist shows us how to do CPR and explains why it is so important; a local pharmacist talks about the best sunscreen for summer.

**MINORITY/ETHNIC – Topics in this category include reports on ways to celebrate Cinco de Mayo and the completion of a multi-million dollar renovation project at the African American Museum in Philadelphia.**

**Eyewitness News:** 4/5 – (:52), Bill Cosby is being honored with the Marian Anderson Award that honors the power of an artist to change the world; 4/9 – (1:35), The annual black tie GayBINGO event was held at the Crystal Tea room in Philadelphia to benefit HIV/AIDS; 4/13 –

(:44), New Jersey authorities are looking for the people who vandalized an Egg Harbor cemetery with vulgar words and symbols, including swastikas; 6/14 – (2:17), A federal jury ruled the city of Philadelphia cannot evict a local Boy Scouts chapter from a city-owned building for refusing to admit gays; 6/16 – (:20), The African American Museum in Philadelphia is celebrating the completion of a \$4.5 million renovation.

**Talk Philly:** 5/5 – (30:00), Diego Hernandez and Chef George Reyes show how to cook some Mexican dishes from their restaurant Mexican Post to celebrate Cinco de Mayo.

**PUBLIC HEALTH & SAFETY – Topics in this category include reports on a bracelet that helps track autistic children and dementia patients who wander away from home and a program in Pennsylvania that allows parents to relinquish a newborn to a hospital to prevent unsafe abandonment.**

**Eyewitness News:** 4/1 – (2:01), New reports suggest that scam artists are distributing fake census forms to gain important information from unsuspecting individuals; 4/15 – (:31) Samsung issued a report that says 3D TV's are more likely to cause seizure or stroke to children who watch; 4/16 – (:25), Toyota has issued a recall involving 600,000 of its Sienna Minivans; 4/29 – (:25), Thousands of cribs are being recalled because babies can suffocate or be strangled in them; 5/10 – (1:30), Budget cuts could force Cherry Hill to layoff police officers; (4:39), Allstate Insurance put together a Family Driving Challenge event in King of Prussia to show the public the dangers of texting or calling while driving; 6/4 – (1:50), McDonald's issued a big voluntary recall for 12 million drinking glasses that were made in South Jersey; 6/21 – (1:20), The Mayor of Chester says fear in the community prompted him to declare a state of emergency to battle violence that has killed four people in eight days, including a toddler shot on his family's doorstep.

**Newsmakers:** 4/11 – (11:00), Professor Clayton Christensen of Harvard Business School and co-author of "the Innovator's Prescription" talks about fixing what's broken with America's healthcare system, and the upcoming National University on Healthcare Innovation in Philadelphia.

**Talk Philly:** 4/15 – (30:00), Sean Filingame, who at age 20 drove drunk and ended up in a coma for a month talked about that night, and how it has inspired him to talk to other young people about how one bad choice can change your life. Sean is part of the Think First Delaware program which is dedicated to drunk driving prevention; 4/29 – (30:00), ActionAIDS volunteer Julie Drizin, the founder of the event Dining Out for Life, talks about the 25<sup>th</sup> anniversary of the fundraiser, which raises money for AIDS programs annually each spring on a designated day when participating restaurants donate a portion of diner's lunch or dinner bill to the organization; 5/20 – (30:00), Local inventor Jim Nalley talks about the "EM Finder" – a bracelet that helps parents track autistic children who wander away from home – it can also be used for Alzheimer's

and dementia patients; 5/25 – (30:00), Montgomery county DA Risa Ferman talks about her project “Mission Kids.” When a child has to give police information on a crime, or testify in a court case, it is often traumatizing. At “Mission Kids” – the child tells his or her story once and only once, in a safe, comfortable environment; We also talked to Dorothy Johnson Speight, founder of “Mothers in Charge.” She started a movement to help women mentor young girls, so they avoid a life of crime and prosper; 5/26 – (30:00), Carrie Keiser from the PA Department of Welfare talks with Stephanie Stahl about the Safe Haven program, which allows parents to relinquish a newborn to a PA hospital within 28 days of being born, in order to prevent unsafe abandonment.

**YOUTH – Topics in this category include reports on a local teenager who scored 2400 on her SAT’s and a program which serves low-income children.**

**Eyewitness News:** 4/21 – (3:29), Anchors Ukee Washington and Pat Ciarrocchi interviewed Joya Ahmed, a local 16 year old who scored a 2400 on her SAT’s; 6/3 – (3:17), Sarah Martinez-Helfman announced that the Eagles Youth Partnership, which serves low-income children with a focus on health and education, is rebuilding a schoolyard in Germantown.